



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE  
WASHINGTON, D.C. 20301-2500

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SPECIAL OPERATIONS/  
LOW-INTENSITY CONFLICT

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
DIRECTORS OF THE DEFENSE AGENCIES  
CHIEF, NATIONAL GUARD BUREAU  
NATIONAL DIRECTOR, CIVIL AIR PATROL CADETS  
NATIONAL DIRECTOR, SEA CADETS  
NATIONAL DIRECTOR, YOUNG MARINES

SUBJECT: Nominations for Fulcrum Shield Award for Excellence in Youth Anti-Drug Programs

I am currently asking for nominations for the Fulcrum Shield Award for Excellence in Youth Anti-Drug Programs. This award was established last year by the Office of the Deputy Assistant Secretary of Defense for Counternarcotics (ODASD(CN)) to recognize the efforts of independent military-affiliated youth organizations that have successfully assisted in spreading the anti-drug message throughout their community.

The award is named in honor of the five military personnel from Fort Bliss who were killed in an airplane crash in 1999 while on a counterdrug reconnaissance mission in Colombia. The efforts of these brave men and women to keep illegal drugs from permeating our society, in tandem with outreach programs that challenge young people to retain a drug-free lifestyle, are essential to helping us accomplish our goals.

This award differs from the Secretary of Defense Community Drug Awareness Award in that it is not meant to honor a military unit or installation, but an independent youth-based program that is affiliated with a U.S. military service, Defense Agency, or the National Guard. In order to be eligible for this award, participants in the program must be of school-age, and as an independent organization, these individuals must have contributed to articulating the anti-drug message to their peers and communities.

Nominations should be submitted to the Service Secretaries, Chief of the National Guard Bureau, Agency Directors, or the National Directors of the organizations who will then forward the nominations to ODASD(CN), no later than June 1, 2002. One winner from all submissions will be selected. Attached for your reference is an information paper on the purpose of the award and the procedural details for submission of nominees. Individual submissions cannot exceed three pages, excluding supporting documentation.

Thank you for your continued support of drug demand reduction efforts. If you have any questions, please contact Colonel Michael Smith, USA, at (703) 696-7181 or Miss Mary Anne Rodenhiser at (703) 696-5911.

André D. Hollis  
Deputy Assistant Secretary of Defense for  
Counternarcotics

Attachment:  
As stated

## 2nd ANNUAL FULCRUM SHIELD AWARD FOR EXCELLENCE IN YOUTH ANTI-DRUG PROGRAMS

### A. Purpose.

The Fulcrum Shield Award for Youth Anti-Drug Programs is designed to promote community drug awareness efforts by independent youth programs associated with the Military Services, Defense Agencies and the National Guard Bureau. The award will be presented in conjunction with the 12<sup>th</sup> Annual Secretary of Defense Community Drug Awareness Awards on Monday, October 21, 2002 as part of Red Ribbon Week that will take place in the Pentagon on October 21-23, 2002. Military units are not eligible for this award.

### B. Award Criteria.

While many military commands and installations develop relationships with youth in their communities, it is important to note that this award is designed to recognize "independent" youth groups that have a military affiliation. Courses or programs developed for youth by the Services or the National Guard that are conducted as part of their demand reduction program will not be considered.

Nominations are not limited to specific units of organizations, but can include the entity as a whole.

To be eligible for the award, the nominated organization must have:

- Some form of direct association/sponsorship with or by a Military Service, Defense Agency, or the National Guard Bureau.
- Independence from a unit's or installation's outreach program;
- Demonstrated ability to reach populations outside the membership of the organization;
- Participation in DoD Red Ribbon Week Observances;
- A clear display of leadership by the youth members;
- Documentation of maximizing the effective application of Defense Department assets;
- A direct, measurable impact on drug awareness in the DoD Community.

### C. Nomination Procedures.

Nominations for the DoD Youth Program Drug Awareness Award shall recognize programs that have occurred during Fiscal Year 2001. The nominations shall be submitted by the National Directors of the respective organizations, Directors of Defense Agencies or, in the case

of National Guard nominations, the Chief, National Guard Bureau. Each Defense Agency is limited to one nomination, while each of the Services and the National Guard are limited to three. After review by a predetermined Award Selection Committee, one overall program will be selected to receive the award.

ONE original and FOUR copies of the submission must be mailed to the Office of the Assistant Secretary of Defense for Counternarcotics (Attention: Colonel Michael Smith, USA), 1510 Defense Pentagon, Washington, DC 20301-1510, or hand-delivered to 1401 Wilson Boulevard, 8<sup>th</sup> Floor, Arlington, VA, no later than June 1, 2002. Questions may be directed to Colonel Smith at (703) 696-7181 or DSN 426-7181 or Mary Anne Rodenhiser at (703) 696-5911 or DSN 426-5911. The copies of the submission do not have to be in the same format as the original (i.e. if cover photos are used in the original, a black and white xerox is fine for the copies).

Nominations shall be limited to **THREE** typed pages, not including supporting documentation, and shall contain the following:

- a. Name of the program and the military Service with which it is associated;
- b. Location of the program (name of base or installation, facility, and where located).
- c. Date of inception and duration of program, if applicable;
- d. Note type of DoD Red Ribbon Activities in which organization has participated (name of base or installation, facility, location, and types of activities);
- e. Brief description of the overall program, its activities, goals and achievements, citing one or two examples;
- f. Program summary paragraph;
- g. Recommendation and verification by proper authorities;
- h. Statistical data, if appropriate.

#### **D. Selection of Awards Winners.**

An Awards Committee shall be established by the ODASD(CN) to review and evaluate the nominations. The Committee shall be composed of members from the offices of the Assistant Secretary of Defense for Force Management Policy, the Assistant Secretary of Defense for Reserve Affairs, the Assistant Secretary of Defense for Public Affairs, and the Director, Washington Headquarters Services. The members of the Awards Committee will forward their recommendations to ODASD(CN). The Committee is independent of ODASD(CN) and does not receive any outside influence. Members of the Committee use the criteria listed in this document as the guidelines for their decisions.

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**E. Awards and Presentations.**

1. Programs selected for award shall receive a plaque from the Deputy Assistant Secretary of Defense for Counternarcotics citing the name and achievement of the winning programs.
2. The awards shall be presented to the winners at the Pentagon on Monday, October 21, 2002 as part of the Department's Red Ribbon Week Observances. ODASD(CN) will fund one person from the winning program to travel to the Pentagon to accept the award.
3. Representatives of the winning program/activity may be asked to participate in media or television events that occur in conjunction with the awards ceremony.
4. In addition, each winner will be offered the opportunity to have the Deputy Assistant Secretary of Defense for Counternarcotics travel to the winner's installation and participate in any local recognition of the award.